

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.63
RECEIVED
★ AUG 22 192
The Largest Stock of Choice Strawberry Plants in the World.

SPRING 1898.

CATALOGUE

OF THE

CONTINENTAL PLANT CO.,

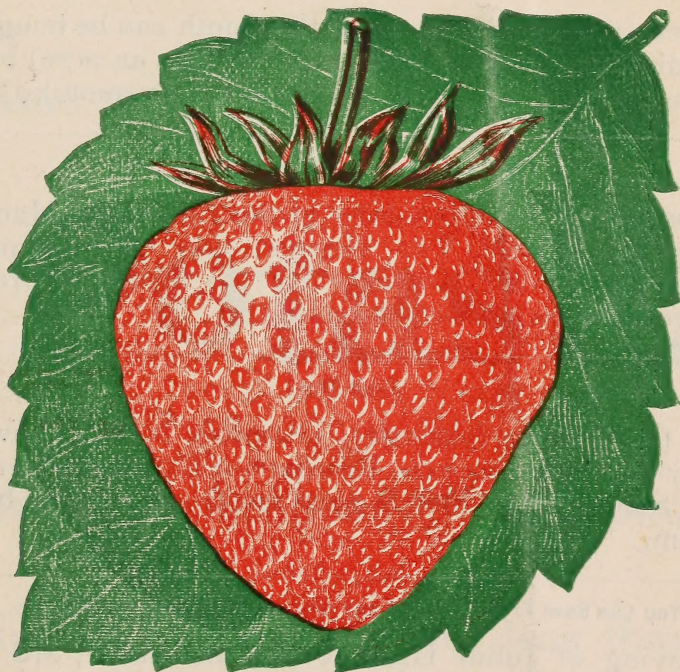
Strawberry Specialists,

O. W. BLACKNALL, PEST. AND GEN'L MANAGER.

O. W. BLACKNALL, JR., SEC AND TREAS.

C. H. BLACKNALL, MANAGER OF FARMS.

KITTRELL, N. C.



BISMARCK.

(THE KING OF THE STRAWBERRY WORLD.)

STANDARD VARIETIES, \$1.25 PER 1,000.

**PLANTS SAFELY AND CHEAPLY DELIVERED ANYWHERE
ON THE CONTINENT.**

WHY OUR PLANTS ARE BEST.

Because they are grown in a region where even the wild strawberry attains unrivalled perfection.

From plants that were not allowed to weaken themselves by bearing.

Because growing, digging, packing, etc., are in the hands of experts who have mastered their business and know that our customers' success means our success.

WHY OUR PRICES ARE LOWEST.

Because with long experience, large acreage and thoroughly equipped packing cellars, a large business like ours can be done more economically in proportion than a smaller one.

Because we are willing to divide with our customers this benefit—to live and let live.

IF NOT INTERESTED IN STRAWBERRIES, PLEASE HAND THIS TO SOME ONE WHO IS.

EVERY BASKET OF PLANTS WE SHIP WILL CONTAIN A COPY OF STATE ENTOMOLOGIST CERTIFICATE PROVING OUR STOCK TO BE FREE FROM ALL HARMFUL PESTS.

OUR ROLL OF HONOR.

We personally know all advertisers in this catalogue to be business men of the highest class.

(Please mention this catalogue in addressing any firms mentioned therein.)

The Finest Fruit, Trucking and Farming Lands,

Situated in the best climate of the South can be bought on exceedingly favorable terms, (\$3 to \$10 an acre) by addressing
T. J. ANDERSON, Portsmouth, Va.

Fruit and Berry Crates, Baskets, &c.,

Can be bought for less money of the Enterprise Manufacturing Co., Belfield, Va. Because, they have unequalled advantages in labor, timber, etc. No matter where you live, get their prices before buying.

Fruit Trees

From the Pomona Nurseries, (Pomona, N. C.,) have for twenty-five years been the Standard of Excellence through many States. The Best is none too Good. It can be had of them.

You Can Save From 20 to 50 per cent. on Furniture, Carpets, &c.,

By buying of Julius Hines & Son, Baltimore, Md., who will sell at wholesale prices and save you profits of middle men.

No matter how far you live, it will pay you to buy

Fruit and Berry Fertilizers

of Powell Fertilizer Co., Baltimore, Md. Using it largely, we know their stock to be pure and their prices reasonable.

Money can be safely and cheaply remitted anywhere in the world by Southern Express Money Orders. Please remit to us in that way wherever possible.

Strawberries

carry better, and larger berries and larger crops are raised when liberally treated with

Potash.

Heavy applications of the complete fertilizers, containing not less than 10 per cent. actual Potash, should be used.

Our books tell all about the subject. They are free to any farmer.

GERMAN KALI WORKS,
93 Nassau St., New York.

LET'S DO BUSINESS TOGETHER * * * * *



For twenty-six years we have dealt with farmers, stock-raisers, mechanics, and, in fact, with every class and nationality of people, and done business with them in our way. This has proven so satisfactory to them, that our way is now their way, and they buy from us year after year. Ours is a mail-order business. We have no traveling men, no agents to take orders, no losses from poor accounts, and sell strictly for cash. Everything is shipped with a guarantee that it will be found as represented. We constantly carry a stock representing over one million dollars. We issue twice each year the largest and most complete Catalogue and Buyer's Guide in the world. It has over 14,000 illustrations, about 40,000 quotations of prices, weighs 2 1/2 pounds and contains 808 pages.

There's nothing you wear or use but is listed in this catalogue, and the prices quoted place you in position to buy from us, in large or small quantities, as cheap as retailers buy from jobbers. We do not sell this Catalogue and Buyer's Guide; we give it away. It costs 21 cents in postage to mail it. We want you to have a copy, and will send one if you'll send 15 cents to partly pay the postage or expressage. Don't let distance stand in the way of giving us a trial order; distance cuts no figure; we are shipping goods all over the world, and on request will tell you just what your goods will cost laid down at your station. Send for our General Catalogue and Buyer's Guide. You ought not to keep house without it.

MONTGOMERY WARD & CO.,

111 to 120 Michigan Ave., CHICAGO.

The Great Mail Order House

Originators of the Mail Order Business.

When writing to advertisers please mention this Catalogue.

WHOLESALE CATALOGUE
OF THE
Continental Plant Company,
KITTRELL, N. C.

References.—The National Bank of Raleigh, Raleigh, N. C., and the Citizens Bank, Henderson, N. C., will assure you that we are reliable, and that our standing, as nurserymen, is all right. When writing to references, it is always customary to inclose a stamped envelope for reply.

Largest Stock in the World.—We have probably the largest stock of strawberry plants in the world—nearly twenty millions—certainly the largest stock of the large, highly improved varieties, the kings and queens of the strawberry world, crowned by the acclaim of intelligent growers generally.

Thousands of Testimonials as to Condition Received. Vigor and Productiveness of Plants.—We have on file thousands of testimonials, covering the whole United States and Canada, voluntarily testifying, not only to the quality of our plants, and the perfect condition in which they were received, but to their vigor and productiveness when planted. Room cannot be found for a hundredth part of them, but those we give represent all parts of the country. We could fill 100 pages with those received in 1897.

Every Department in the Hands of Experts.—Every department of our large business is in the hands of experts, who were brought up to the business, and who have mastered it in every detail.

**PLEASE SEND US THE NAMES OF YOUR
FRIENDS WHO GROW OR WOULD LIKE TO
GROW STRAWBERRIES.**

Accuracy and Precision in Filling Orders.—With an abundance of room, in cool, moist cellars, to which plants are carried as fast as dug and sorted, trimmed, counted, packed and prepared for immediate shipment, and with every facility and contrivance that money can buy or ingenuity devise for perfecting the work in even the minutest detail, we can handle twenty million plants with more precision and pack every one in a more uniformly perfect condition than one less thoroughly equipped could handle twenty thousand.

Better to Buy Than Dig Your Own Bearing Plants.—With our large stock, unrivalled packing facilities, and low express rates, we can sell you plants lower than you can afford to dig out your bearing plants.

Ours a Truly Continental Business.—While the management of the business is identically the same as in the past, its name has been changed to fit its great scope, which is truly continental. Young men, long potent factors in the business, have, as was their right, received acknowledgement.

Why Our Plants are Superior to Most Others.—*Because we are strawberry specialists.* We have devoted more than thirteen years exclusively to developing and improving this Queen of Fruits, to ascertaining the most profitable market varieties, the most delicious table varieties.

We give the highest manuring, and cultivation as clean and perfect as ever a lady gave her pet pot flower. Every weed, every sprig of grass, is killed before it ever sees the light by constant shallow stirring of the soil with small-tooth horse-cultivator and hand hoes. This cultivation is kept up, not for a few weeks or a month or two, as with many, and then stopped to let weeds and grass overrun the fields in late summer and fall, but as late as there is a weed to be killed or a young unmaturing strawberry plant to be strengthened by having light soil in which to expand and develop to the full—or from March to October.

Meanwhile, every runner, as soon as it attains the proper size, is covered with fine soil, so that it may take root without delay, and thus have the longest possible time in which to attain the utmost size and vigor before time comes for it to be dug and shipped. This same care is expended on every one of our one hundred acres. There is hardly another one hundred acres in the State, gardens and flower plots included, which year in and year out receives such thorough and effective cultivation. The correspondent of a New York paper who went over our fields not long ago, among many complimentary things of our business written in his paper, affirmed that a peck of weeds or grass was not to be found on the whole hundred acres. Such cultivation is expensive work, but in no other way can plants of the highest excellence be raised.

That plants raised in this way will live better, grow faster and bear heavier crops of fine berries than those grown in the manner generally followed—cultivation up to about August 1st, and then a surrendering of the fields to grass and weeds, which smother and choke the plants during August and September, the very period in which the strawberry plant needs all the room, moisture, and mellow soil possible to perfect its growth—we are willing to leave to the judgment of any sensible man.

All Plants Pure and True to Name.—To avoid even a possibility of selling mixed plants I plant each variety separately, and never together for the purpose of pollenization, as is almost invariably done. The most elaborate and careful system of marking is followed in planting, digging, counting and packing to prevent the slightest danger of mixed plants—the true nurseryman's abomination.

Plant Growing is a Lifetime Business With Us, and we are more than anxious to have our plants arrive in perfect condition, do well and pay the buyer than he can possibly be. For if they turn out badly he loses a few dollars and is done with it, while we lose him forever as a customer, as well as his neighbors and everybody that he can influence. Better one dollar and a friend than ten dollars and an enemy.

Why Plants Grown Here Will Thrive in all Parts of the United States.—This being a central position, midway between the North and South, and the soil a compound of nearly all soils—sand, clay, muck and gravel—plants grown here adapt themselves easily and readily to all the varied climates and soils of the country. This is not theory, but facts established by repeated tests and vouched for by numerous testimonials. Some of the largest crops ever made in the North and Northwest were made from my plants.

Situated Where Even the Wild Strawberry Grows to Perfection.—Some Northern and Western people, because North Carolina is known as a Southern State, imagine it to be a place of hot suns and thirsty sands, and are dubious of plants raised in such a sub-tropical region. There was never greater error. We are situated well up in the hills where the soil is that mixture of sandy and clayey loam which is the natural home of the strawberry. In fact, the wild strawberry attains here an excellence unequalled anywhere else in the country. A hilly country is as naturally the home of the strawberry as the flat, alluvial country is the home of the

asparagus. We have known, not a mile from our farm, acres of "oldfield" on which the wild strawberries were piled till the ground looked red, even when seen from a distance of two hundred yards or more. Many varieties, like old Wilson, which have run out nearly everywhere else, still do well here, provided they are raised from home-grown plants. This too, while repeated tests of Wilson from plants grown elsewhere proved failures. I do not recommend Wilson, for we have many varieties superior to it in its best days.

This Climate Also Gives Us a Great Advantage.—During fall, winter or spring the weather rarely stops outdoor work for more than two or three days at a time. So plants can be dug and shipped almost any day from September to April 15th. Then spring comes quite a month later here than in the lower, eastern regions of the State, less than 150 miles distant. Therefore, plants here remain in a dormant state, and can be safely shipped much later than from lower country hundreds of miles to the north of us.

We have so thoroughly systemized plant-growing and shipping to the minutest detail that we can deliver you plants brimful of vigor lower than you can afford to dig out your bearing plants to set new fields.

The Strawberry Does Not Pay Here for Fruit.—The cool late spring, which gives it such perfection, ripens the fruit usually too late to compete with lower sections, where it ripens a great deal earlier and still lie much nearer the great Northern markets. Therefore, we do not keep back our finest plants for fruit.

The berry crop being an important item with most who sell plants, self interest naturally impels them to keep the large and vigorous plants to bear fruit, and to sell the small and puny ones from the middles or alleys. Growing plants exclusively, we endeavor to have as few of these late unmaturing plants as possible, running a narrow, light cultivator down the middle to tear up such as take root too late to make good plants. In digging we take all the plants as we go. In counting, the parent plant and all undersized ones are thrown away.

**FOR BEST AND SUREST RESULTS, BUY
PLANTS GROWN BY SPECIALISTS WHO HAVE
MASTERED THE ART OF BOTH GROWING
AND PACKING TO PERFECTION.**

No Plants Ever Dug From Old Beds, but only from young, highly cultivated fields. Nor are they raised from plants allowed to weaken themselves by bearing. None of the plants from which we raise young plants are suffered to bear, except a few of the most promising ones selected to breed up. On these, berries are allowed to form and grow large enough to show what they are, but are always pulled off before they ripen and mature seed, which is the process so exhausting to strawberry plants, as to all others.

A New and Perfect Mode of Packing.—All plants are dug with forked hoes, so as not to cut or injure their roots in the least, carefully protected from sun and drying winds, carried at once to the packing cellar, straightened, counted, and tied in neat bundles of fifty each, dead leaves and all surplus weight clipped off, and then packed in an upright, natural position in strong but very light, square baskets, with their roots thoroughly protected by damp moss and their tops well ventilated. They are then shipped immediately. Thus packed THEY WILL CARRY ACROSS THE CONTINENT FRESH AS WHEN DUG.

Our Shipping Facilities.—Our plant farm is situated thirty-five miles north of Raleigh, and immediately at a station on the through and fast Seaboard Air Line, which gives express and freight facilities not surpassed, and hardly equalled, by any line in the country. Our packing-cellars are within 200 yards of the Southern Express Office, Western Union Telegraph Office, Freight Depot and Post Office.

Express Shipments.—*From September 15th to May 1st plants will go safely any distance by express.* Being one of their largest shippers, the Southern Express Company gives us a rate of 30 per cent., or nearly one-third less than regular charges; Adams Express Company, 20 per cent. or one-fifth off. We have taken great pains to effect this arrangement, which will save our customers many hundreds of dollars. This, and our exceedingly light mode of packing, enables our plants to go a great distance at less charge than plants packed in the heavy, bungling fashion, almost universally followed, will go one-fourth as far. If prompt arrival is desired, plants should always go by express.

Freight Shipments.—*Plants delivered almost anywhere at a cost of 10 to 35 cents per 1,000.* From November 15th to March 1st plants are in a perfectly dormant state, and can be safely sent by freight any distance. *No degree of cold can injure plants, as we pack them in moss-lined baskets.* Nor can delay in transportation hurt them. We have known them to keep four months thus packed, and then live and grow splendidly. *As the railroad charges by the 100 pounds, plants must be ordered in lots of 5,000 (which weigh about 100 pounds) or over, to get above low rates.*

Plants by Mail.—Plants sent safely by mail to any part of the United States, Canada, or Mexico.

To Northern Buyers, who do not wish to plant as early as March 15th, we will say, let your plants be shipped by freight about March 1st. They will arrive about the 5th or the 12th. If the ground is frozen when plants arrive, remove them from the baskets, dampen roots well, and also the moss and replace in the baskets in same position. As soon as the ground thaws cut the strings that bind the bundles and bury the plants just deep enough in moist soil to cover the roots well. Do not trench the whole bundle in a lump—spread it out a little. Keep the soil moist. When the plants begin to grow, planting time is at hand, and they should be set out at once. This plan has two advantages: First, the freight is almost nothing; secondly, the plants are on hand to set just when the soil and season is right. It is as good as if you had the plants growing on your own place. I manage that way with the new varieties that I buy. I ship millions of plants that way. *But this plan will do only for plants that are ordered early—before March 1st.*

How to Make Payment.—Express money orders, to be obtained at any express office; or New York Exchange, to be obtained at any bank, are preferred. If these cannot be obtained, send post office order (on Raleigh N. C., preferred, as it is more convenient to me than on this office), or send money by registered letter or Express. *Always get Southern Express money-orders, if possible.*

Prices quoted in this catalogue are wholesale cash prices (money with the order), as is the rule in all businesses of this kind. But orders can be entered on payment of one-fourth down, balance to be paid before shipment, unless it is preferred that the plants should be sent with the other three-fourths C. O. D. (collect on delivery). Plants can be sent C. O. D. by either express or freight, on payment of one-fourth down, cost of collecting C. O. D. always to be borne by buyer. *Be sure to give exact directions as to how plants are to shipped.*

Time of Shipment.—I repeat that plants will go safely by express or mail from September 15th to May 1st; by freight from November 15th to March 1st.

Profits of Strawberry Culture.—In no other crop will Mother Earth yield to the children of men as large returns, or yield them as quickly, as in a field of strawberries planted in the best improved varieties, and then well cultivated, and manured with fertilizer rich in potash. It will pay you well to write, mentioning this catalogue, to German Kali Works, 93 Nassau Street, New York, for their valuable pamphlets on manuring. Powell Fertilizer Co., Baltimore, Md., supply excellent strawberry fertilizers at lowest prices.

Nor is there any other business more simple, provided a few plain rules are diligently followed. *My treatise gives them so clearly that none can fail to understand.* A great deal of money has been, and is being made wherever there are good shipping facilities, in sending this fruit to the large markets. But the large cities are not the only, nor in the aggregate, by any means, the chief, market for strawberries. If this Queen of Fruits (its rare grace and beauty is expressed only by a feminine title) holds such sway over the hearts of men (the shortest way to man's heart is through his mouth, it is said), there is scarcely a small town or village, or even a rural community, which is not or could not be made a good strawberry market. It ripens so early, just when one's whole system so imperatively craves a mild acid. Its color, its fragrance, its blending of numberless seductive charms, gives it a power to unloose purse-strings whose Gordian knot might have defied even the sword of Alexander. One thing is sure, if there is any money in a community, the man who has fresh, ripe strawberries of the first quality to exchange for it, will get his share.

KEEP ABREAST OF THE TIMES IN STRAWBERRY-GROWING, OR QUIT. THE "STRAWBERRY SPECIALIST," THE ONLY PUBLICATION IN THE WORLD DEVOTED EXCLUSIVELY TO THE STRAWBERRY, WILL KEEP YOU THERE. 16-PAGE MONTHLY. 50 CENTS A YEAR.

No Gardener Can Afford Not to Plant Strawberries.—There is nothing in which the doctors are more agreed than fruit is essential to health, especially in the early spring. The only fresh fruit obtainable at that season by a great majority of people is the strawberry. Good strawberries are possible only when you raise them yourself or buy them from a near neighbor. Until you eat berries thus grown, which are allowed not only to get red, but to get ripe, you can't imagine how a strawberry tastes, nor have you any idea of its wholesomeness as an article of food. Nearly or quite all the strawberries offered on most markets come from a distance, and are necessarily gathered just as they turn red. A strawberry is not at its best till it has remained on the plant nearly a week after it reddens. No matter how small your garden is, you cannot afford to exclude this true Queen of Fruits. Nor would the regular grower lose anything of consequence if every farmer in the country, and every gardener in small villages, were to grow their own strawberries. He ships chiefly to large markets. The farmer and gardener are not customers of those markets.

There is no Calling More Congenial to a Lady, or in which her superior taste and skill can be turned to better account, than in growing strawberries. Many a hard pressed woman could lighten her burden and derive what to her would be a handsome income from an acre, or even

less, of well manured, well cultivated and gathered and packed strawberries. If fortunately she is near a railroad, affording facilities to reach a larger market, her acreage and income can be correspondingly increased.

When to Plant.—South of the latitude, say of Washington, D. C., and on any but very stiff soil, the strawberry can be set at any time, when the soil is in proper condition, from September 15th to April 15th. On stiff, clayey soils it is better not to plant in December or January, as such soils heave in hard freezes, and this tends to raise the plants out of the ground. North of that latitude it is generally best not to plant between November 15th and February 20th, or later as you go further north. Still if the newly set plants can be protected by a covering of litter or coarse manure, to be removed in spring, winter planting is safe in all soils and in all climates, and can be done at any time when the soil is not frozen.

We plant with perfect success on all soils at any time during winter that the ground is not frozen. If the land is very stiff we step on the plant as soon as set, compress the soil around it to lessen heaving when it freezes. Plants can and should be set at the North, especially on all but the stiffest soils much earlier than is usually done. More plants are lost by setting too late than from all other causes combined. Early set plants escape both drought and cut-worms, and get such a start while the soil is cool and moist that nothing harms them. A safe rule everywhere is to set in winter if practicable, and if too far North for that, then plant at the earliest possible moment in spring that the soil can be got ready.

Selection of Varieties.—This is by long odds the most important point in berry growing. Nearly all failures are caused by planting varieties either wholly bad or else unsuited to the soil and climate. Whether the yield shall be 5,000 to 10,000 quarts an acre of large, finely-colored berries, which will command the highest prices on any market, or create a market where there is none, or whether it shall be 300 to 500 quarts an acre of small, unsalable ones, depends largely on the variety planted.

The Great and Rapid Improvement in Varieties.—In no other fruit has the improvement been near so rapid or so great as in the strawberry. The grower can hope to attain the highest success only by planting the very best varieties. There have always been too many sorry berries. There never will be too many good ones. The highly improved new kinds cost more, as the plants are not yet plentiful like the older sorts, but every extra dollar wisely spent for them will come back many fold. The really successful men are those who keep in the lead—who find out and grow the best kind, while slower men are wasting time and money on the less profitable varieties. How is a beginner or even an old grower who has not tested everything, and no grower can do this, to know what varieties are the best. With many catalogues, in which each and every variety is described as larger, handsomer, more prolific, and in every respect the most marvellous berry yet seen, we must confess the undertaking is beset with some difficulty. Our aim has ever been to avoid all this. We believe in praising a really splendid variety as high as its merits and the English language will allow. But we never could see the wisdom of praising a sorry one; no, not even if we had a very large quantity of that kind, unless we were in the business for only one year, instead of for a lifetime. For we cannot thrive and make money unless the growers thrive and make money. We are in the same boat, and are going to get them into port if we can and they will let us. Principle aside, self interest would impel us to describe varieties just as they are, so that every grower should be led to get the sorts on which he can make the most money. We test every variety of the least note as soon as it

comes out. If a variety has good qualities we grow it for sale and tell exactly what good qualities it has and what bad ones.

Place Orders Early.—Although we had timely rains and raised as fine a crop of plants as we ever grew, nearly all other sections suffered greatly from drought and made but few plants. So the demand for plants will be exceedingly great, especially as the growers in many States made a great deal of money on strawberries last spring. Therefore, those in need of plants should place their orders early and let them be shipped as early as they can be planted so as to insure getting them in full time.

Substitution.—Those ordering late should state whether or not we can substitute other varieties, as good, in case those ordered are all sold. Otherwise we will not substitute until we hear from them, and thus valuable time may be lost.

Practical Treatise, Telling all About Strawberry-Growing, Free to Buyers.—An enlarged, up-to-date treatise will be given free to every purchaser of plants to value of \$5 or over. It contains full and complete instructions for the field and for the garden as to selection of soil, preparation, manuring and planing, cultivation, and winter protection. It gives a practical and effective mode of protecting blooms from frost, (and thus saving your early, high-priced berries,) telling about picking, packing, shipping and selling, canning, preserving and, in short, covers the strawberry question and everything pertaining thereto as it was never covered before. No other work of this kind has ever taken near so wide a range, or is as valuable to the man or woman who wishes to make the strawberry pay. It is thorough, it is practical—because its information was acquired in the school of experience, whose tuition comes high, but which educates, not “eggccates.” Price of Treatise, 50c.

\$100 in Cash Prizes for Largest Berry.—In these exacting times no grower can hope to attain the highest success unless he has the varieties that in his soil and climate will make the finest berries and the most of them. Being in the same boat with him, our success depending on his success, we are as anxious for him to succeed as he can possibly be himself. Fully convinced that the future of the strawberry interests of the country depends on high culture, liberal and skilful manuring, and upon the ascertaining and planting of varieties most exactly adapted to the locality, we have, to promote the above most desirable end, offered the following prizes:

We will give \$50 in cash for the largest, and \$25 for the second largest berry raised from our plants, of the following varieties: Bismark, West Lawn, Margaret, Glen Mary, Edith, Wm. Belt.

Also \$25 for the largest Equinox, Eleanor, or Hall's Seedling.

Prizes to be awarded July 15th, 1899. This gives planters full time to attain their very best in all parts of the country. Berries can be sent in any time between now and that date. Boxes to send berry in will be sent free to every buyer so requesting. Postage will be about 2c. on each berry sent us. Every buyer of above varieties to amount of \$5 is hereby invited to compete. The modes of manuring and cultivation, which results in the largest berries, will be published for the benefit of all growers.

The prize of \$100 offered last fall and winter has, by the preference of the competitors, been extended till July 15th, 1898, when it will be fairly and impartially awarded. Let all competitors take notice, and send in berries before that date.

Description of Varieties.

Extremely Early Varieties.

IMPROVED WESTBROOK.—This is the earliest really productive berry yet introduced. No variety excels, and very few equal it in firmness and beauty of coloring. This makes it a great shipping berry and a great selling one. When an extremely early berry is wanted to catch fancy prices, this is the one. It ripens its whole crop before medium early varieties, like Crescent, ripens a berry. Being a pistillate, although it ripens so early, it blooms comparatively late, considerably later than the early staminate. It is, therefore, far less liable to be harmed by frost. In fact its vigor is so great that I have never known it to fail to bear a good crop. Our Treatise gives a simple and practicable method of protecting all, even the very earliest bloom from frost. Like all very early varieties, growing and maturing in the cold soil of early spring, the Improved Westbrook, must be liberally manured. It can be grown on any soil and manured, just as other varieties are till the late fall or early winter preceding the spring it comes into bearing. If then given a top dressing of wood ashes and stable manure a fine crop of magnificent berries will be the result. Fall and spring applications of fertilizer, formula for which is given in our Treatise, can be used in place of manure and ashes. This variety being so exceedingly firm, fertilizer rich in ammonia can be used to make the berry large without making it soft. Well manured, it is the best paying shipping variety that grows. \$2 1,000.

MEEKS EARLY.—Valuable as a pollenizer for early pistillates. \$2 1,000.

ELEANOR.—A valuable very early staminate variety. Earlier than any except Improved Westbrook. \$1 per 100

DARLING.—An exceedingly vigorous, productive, very early new variety. As far as tested it is very promising. Mr. M. T. Thompson, the originator, has fully tested it and found it to be the most valuable early berry of all. \$2 dozen.

Extra Early Varieties.



(Photographed and Engraved Specially for the Continental Plant Co.)

MURRAY'S EXTRA EARLY.—This variety has been thoroughly tested and has proven to be the most valuable of the extra early berries. As a money-maker it is unsurpassed. Its firmness, bright color and great productiveness make it a great shipping and selling variety. Like Im-

Texans Surprised at Production of Plants.

MINEOLA TEXAS, May 2, 1897.

Surprising to say, I am now using berries from the plants bought of you February 15th. Twelve strawberry lovers at my table have been feasting on them for ten days. One of my little boys will leave after school closes, go a mile and pick two gallons of berries and come home in time for supper. Again let me thank you.

L. R. GRAHAM.

proved Westbrook, this berry will carry a thousand miles to market and arrive as bright as a rose and as firm as a bullet. This is what gives it such superiority over Lady Thompson, which compares neither in beauty or firmness or earliness with Murray's Extra Early. It ripens earlier

than Michel, and is greatly more productive. Being a pistillate, it never fails to bear a good crop, in spite of frost and every set back. Pollenize with Michel, Smeltzer, Hoffman or Arkansas Traveller, planted every 4th row. \$2 1,000.

Did Not Think it Possible to Send so Fresh.

LAUDERDALE CO, ALA., Nov. 4, 1896.

Your plants to hand and they are the finest I ever saw and in perfect condition. I did not think it possible to send plants so far to come so fresh. C. M. PARHAM.

ARKANSAS TRAVELLER.—Rich in pollen; the very thing to pollenize early pistillites. Valuable also as a heavy bearer of very fine berries. \$2 1,000.

IMPROVED HOFFMAN.—The earliness, large size, and great beauty and firmness of the pure Hoffman is rapidly increasing its popularity through the South South-west and West. It is hard to find this variety pure. More spurious Hoffman have been sold than of all other varieties combined. Owing to the great pains that we have taken with it, and to the fact that this region is peculiarly conducive to vigor and productiveness in the strawberry, our Hoffman bears finer and better crops than any other plants of this variety with which they have been brought into competition. This test has been made repeatedly. We have had it many years. \$1.25 1,000.

RIPLEY CO., INDIANA, Nov. 19, 1896.

I received the strawberry plants in good order. I am well pleased with them. WM. VOLZ.

IMPROVED NEWNAN.—A standard shipping berry all through the South and South-west. Its great firmness and fine color render the pure Improved Newnan one of the most profitable market berries grown. It is too widely and favorably known to need a full description. \$1.25 1,000.

PHENOMENAL.—Like Hoffman, but apparently even earlier.

MICHEL.—An exceedingly popular and profitable early market variety over a wide region of country. \$1.25 1,000.

SMELTZERS EARLY.—Similar to Michel but with us more prolific and even earlier. \$2 1,000.

BEDER WOOD.—A popular early berry in many sections. Fails in some sections. \$2 1,000.

Early to Mid-Season Varieties.

BISMARCK.—(See first cover page for exact picture.) The great vigor and healthiness of plant, immense and never-failing productiveness, the huge size, perfect shape and great beauty of each berry of the Bismark, and the fact that it is a staminate or self-pollenizing variety, render it by large odds the most valuable of all the early to mid-season varieties. A sure test of its value, and that it has a long stretch of popularity before it, is that it succeeds in all soils and climates, and is equally good for home or market. We have tested it thoroughly two seasons and speak from actual experience. The berries were shipped 600 miles and arrived in perfect condition and sold higher than any other varieties. Although it bloomed later than any other staminate variety, except two or three extremely late ones, and entirely escaped a heavy frost that last spring harmed many others, the Bismark ripened earlier than any except the very early varieties.

Finest Berries Ever Seen, 18 Would Have Filled a Quart.

BURKE CO., N. C., May 19, 1897.

I must tell you about the plants we had from you. The crop was large, of the finest berries ever seen here. Twenty-four filled a quart. If selected I think that eighteen would have filled it.

THEO. GORDON.

As it happened, our Bismarks were set in a field, one corner of which was poor, having been overlooked in manuring. And on the poor soil of this corner the berries were larger and the crop heavier than any other variety on the place would have been under the same circumstances. In the well manured parts of the field the crop was something immense. Although we picked and shipped every day the rows were piles of red every morning. Growers thirty miles off heard of how wonderful it was and came expressly to see it. One man came over a hundred miles for the same purpose. All growers who saw it gave liberal orders for plants. We love to praise a good variety nearly as well as we do to abuse a bad one. We feel perfectly safe in praising Bismark as lavishly as we know how, for we have good tidings, and only good tidings, of it from all parts of the country, north, south, east and west. \$5 1,000.

GLEN MARY.—This variety has been as highly praised as a variety well could be, and has undoubtedly in some instances given astonishing results. In 1896 it was splendid here, berries very large and plenty of them. In 1897 it was rather disappointing, many of the blooms making nubs instead of berries. We are of opinion that the blooms are rather hard to pollenize, and that much depends on having just the right pollenizer planted with it. But

Not One of 2,600 Died. The Like of Their Vigor and Productiveness Never Before Seen.

CALHOUN CO., ALA., May 10, 1897.

I have thought several times of writing about the plants I bought of you last spring. You could not have pleased me better. After two months growth I am delighted with them. I ordered 2,500 and you put in 100 extra. *Not one of the 2,600 die!* And bad weather forced me to keep them in the basket exactly a week before planting. I did not want them to bear this year, but they bloomed so free and fast I had to give it up and such fine berries they bore. Many have raised strawberries but nothing like it was ever before seen. Both plants and berries attracted so much attention and it was all so remarkable that even our daily paper spoke of it. I would not buy elsewhere at any price. You will get other orders from here.

JOHN A. FRY.

as before stated, we must make further test before we can speak with confidence. \$5 1,000.

PLOW CITY.—Berries very large, but an uncertain bearer. We shall discard it unless it redeems itself next spring. \$1 100.

Had Fruited Them.

BRAZORIA CO., TEXAS, April 4, 1897.

The plants I bought of you a year ago last fall are creating a great stir around here. I have many people to come out to see them.

C. G. BALLENTINE.

WARFIELD.—A firm, productive variety and exceedingly popular and profitable through most of the west and southwest. Many will plant nothing else. \$1.25 1,000.

EDITH.—A huge irregular shaped berry. Something unique and really valuable for its immense size. Productive and of good quality. \$1 100.

HALL'S FAVORITE.—A new variety. Not fruited here yet, but highly commended by all who have fruited it. \$1 100.

BEECHER, BELLE, BISSEL, CRAWFORD, CYCLONE, DAYTON, EDGAR QUEEN, HOLLAND, LOUISE, LOVETT, MARSHALL, MARY, MUSKINGUM, PHILLIPS, PRINCESS, RIO, SAUNDERS, SHUCKLESS, TIMBRELL, VAN DEMAN.—Nearly all of these varieties have some merit in certain localities, but none are worthy of being generally planted.

ENORMOUS, GREAT PACIFIC, SHUSTER'S GEM. — Good varieties, but hardly equal to others of same class.

MONTGOMERY CO., KANSAS, March 15, 1897.

The plants came to hand yesterday all O. K. They were in good condition.

W. A. LYSTER.

CRESCENT.—A well known variety, productive everywhere, and everywhere good sized berries. A standard with all. \$1.25 1,000



BRANDYWINE.—Plant large, vigorous and thrifty on all soils. Productive of exceedingly firm, well colored berries of the very largest size. Superb for table or market. Remains in bearing longer than any other variety that I ever saw. As the crop ripens so gradually, a very large acreage can be picked with a limited number of pickers. Highly valuable for its berries, but simply unexcelled as a

pollenizer. It is an exceedingly heavy bloomer and remains in bloom the longest of all others. The blooms are large and laden with very powerful pollen. As a consequence, no pistillate variety planted with it can fail

Better Could Not be Grown.

MORGAN CO., ALA., March 4, 1897.

The plants received in good condition. Better ones could not be grown.

SEWELL BROS.

to be thoroughly pollenized. Experienced growers do not have to be told how rare and valuable a really perfect pollenizer like the Brandywine is. The annual loss from planting with pistillates pollenizers that are either weak in pollen or else do not remain in bloom long enough, is something immense. Many pistillate varieties more productive of nubs than of berries, when set with Brandywine bear heavily of fine berries. Brandywine is the pollenizer for all medium early, mid-season and late pistillates. I am convinced that they will bear from a fourth to a half more berries, and firmer ones, when pollenized with Brandywine than with any other kind. \$2 1,000.

Vitality of Plants Tell Even on the Other Side of The Continent.

RIVERSIDE CALIFORNIA, March 20, 1897.

Plants arrived promptly in fine order. I never saw finer plants, and it is wonderful how they have grown right from the start.

J. R. MILLS.

HAVERLAND.—Very productive. Excellent for near-by market. Not firm enough to ship far. \$2 1,000.

IVANHOE.—A firm, good shipping Haverland. A robust, vigorous variety. Fully as productive as Haverland and on account of its firmness, far more profitable. This variety has never been pushed, but it is, nevertheless, valuable. All market growers should plant it. \$3 1,000.

IDEAL.—Bears fine berries, but seems to be extremely susceptible to drought. Died down badly in summer. \$3 1,000.

ORIOLE.—Plant perfectly healthy and vigorous. Berry firm and well developed. Its firmness, productiveness and good color gives it great value as a shipping berry. \$3 1,000.

BARTON.—While very productive of fine berries, this variety has been disappointing the past two seasons, owing to its softness. \$1.50 1,000.

SPLENDID.—A heavy bearer of firm, well colored, perfectly shaped berries. Plant stands drought best of all. These qualities give it great value in regions subject to drought and which need a berry firm enough to carry a long way to market. \$1.75 1,000.

CLYDE.—This variety has qualities which must give it great popularity. It is firm, very productive, splendid color, and remains in bearing a long time. Clyde is a great and profitable berry, and has come to stay. \$4 1,000.

(See picture on page 20.)

BEULAH, MANITOBA, CANADA, April 12, 1897.
The plants shipped me on April 3rd, reached me on April 10th. They were very fine plants and in perfect condition.
HERBERT C. REDKNAP.

SHARPLESS.—A shy bearer of huge berries. Far inferior in most respects to Bismark and West Lawn. \$3 1,000.

WOOLVERTON.—A heavy bloomer and a valuable pollinizer. Berry is firm, magnificently colored and borne in large quantities. Plant rusts in some regions of the far South, but elsewhere Woolverton is hardly surpassed by any variety as a profitable shipping and selling berry. \$2 1,000.

TENNESSEE.—A good variety, but too soft. Not equal to Brandywine as a pollinizer or in shipping quality of berries. \$1.75 1,000.

TUBBS.—Better in some places, but on the whole, not superior to Crescent. \$2 1,000.

ALLEGHENY CO., PENNSYLVANIA, March 23, 1897.
I received the plants yesterday. I must say they are in first-class shape. I shall recommend your plants in future,
C. J. HARTMAN.

ENHANCE.—An excellent pollinizer and very prolific of large, fine, ill flavored berries. Good market berry. \$2 1,000.

PARKER EARLE.—Pays in some localities on very rich, moist soil. \$5 1,000.

LADY THOMPSON.—A great berry along the South Atlantic Coast. Ripens earlier there, but comparatively late elsewhere. Not equal to many other varieties up here. Nearly a week later than Murray's Extra Early, and not near so firm and well colored. Cannot be praised too highly for the coast region, where it is at home, but has not done as well elsewhere. \$2 1,000.



STAPLES.—A valuable berry of the Haverland type, but much firmer. Ripens early, is well flavored and is an excellent all-round berry. \$2 1,000.

HOWELL, HOWARD.—Two new varieties which we have not yet tested.

BOUNCER.—The butt of infinite punsters. But many to make a poor pun will kill a good berry. I shall certainly test it further before I turn punster and threaten to bounce it. Plant growth is promising. \$3 1,000.

BAILEYS GIANT.—A variety of the Sharpless type. Berry of huge size. Needs rich soil like the Sharpless. Valuable for garden. \$1 100.

GARDNER.—Exceedingly prolific of large berries, which under poor culture are too pale colored. Plants need liberal applications of acid phosphate and potash manures. It is then a valuable berry. \$1.00 100.

"By Their Fruit Shall Ye Judge Them."

FLOYD Co., GA., March 29, 1897.

The strawberries from the plants bought of you are the finest I ever saw, and I find ready sales for all that I make.

MISS ANNA JOHNSON.

GERTRUDE.—Fruited here only on young plants, when it was very early and promising. On the introducers' grounds it ripens early with Beder Wood, and berries run as large as Sharpless, and is exceedingly productive. All gardeners and fancy growers should try it. \$1 100.



WEST LAWN.—A heavy bearer of large, supremely beautiful berries. A superb berry in all respects. Both plant and berry are truly royal. It might be called the Apollo, or, as it is a pistillate, the Venus of strawberries. There is a peculiar soft lustre about the West Lawn that is irresistible, and its flavor is delicious. It is a great garden and fancy market variety. Does well on any soil. But

on rich soil it is divine. Visitors, in going over the fields in the fruiting season, go into wonders over West Lawn—its wealth of emerald leaves, its piles of ruby berries. And in the baskets it is equally attractive, and will loosen the purse-strings of a miser. Does well without high culture, but with it is unrivalled. \$3 1,000.

Many People Comment as Finest They Ever Saw.

GENTLEMEN:

I desire to say in my own section that your plants gave entire satisfaction. Many people commented on them as the finest they ever saw.

Orange Co., Fla., Nov. 22, 1897.

C. H. HOBBS.

BUBACH NO. 5.—A well known large berry. \$2.50 1,000.

GREENVILLE.—A large, fine garden berry. Too soft to ship. \$1 100.

CLOUD AND COLUMBIAN.—Valuable as firm shipping berries. \$1.25 1,000.

Pleased, After Full Trial.

CHRISTIAN CO., KENTUCKY, June 3, 1897.

The plants I bought of you last spring are now very fine and are growing well. I shall need a great many more for fall planting.

W. W. OWEN.

GANDY BELLE.—A good pollenizer and a productive valuable berry. Not firm enough to ship from the far South to Northern markets, but carries well from here to New York—600 miles. \$1.75 1,000.

Late Varieties.

AROMA.—Monarch of the late season. Very large, very late, very productive. Grown for table or market. Much more productive than Gandy and fully as late. Plant growth as healthy as any on our farms. We have never heard anything but good of the pure Aroma. But plants have been sold for Aroma that were not Aroma. The true Aroma is all that we claim for it and more. We had ours direct from the originator, and know them to be the Simon pure strain. \$3 1,000.

CONTINENTAL PLANT CO., KITTRELL, N. C.

EQUINOX.—The latest of all berries. Immensely productive of large berries. Unsurpassed in quality for table or market *when ripe*. But this variety gets red a good while before it gets ripe, and if eaten then is of course not

MADISON CO., TENNESSEE, March 6, 1897.
Plants arrived in the very best order. Thanks for extra count. Will give you my orders in future.
O. E. ROBINSON.

good. But if allowed to ripen thoroughly, the result is an enormous crop of extremely late berries of excellent flavor. An exceedingly valuable variety that is fast taking, and will long hold, its place as the leading very late variety.
\$1 100.

Plants Doing Well on The Other Side of The Continent.
KIONA, WASHINGTON, March 23, 1897.
Plants received in fine condition and are now starting off nicely. Am well pleased with them.
DAVID MCALPIN.

GANDY.—A splendid late variety which is being supplanted by Anoma, which is more productive. \$2 1,000.

Expected The Best From a Specialist And Got Them.
ABBEVILLE CO., SOUTH CAROLINA, March 12, 1897.
From you, a Specialist, doing a large business and extensively advertised, I expected the best of plants, well picked and in perfect condition. Such I received. They are all that I expected.
C. C. REED.

WM. BELT.—Begins to ripen mid season and continues to produce magnificent berries till very late in the season. The berries are marvels of beauty and the flavor fit for a King, that is if Kings deserved better things than other people, which they don't. These qualities and its pro-

Carried O. K. to Far Away Arkansas And Did Not Stop Growing.
FORT SMITH, ARKANSAS, March 10, 1897.
I received the plants O. K. They were in fine condition and did not even stop growing.
HERMAN HURST.

ductiveness make it the ideal garden berry. Invalids, with whom most varieties disagree, on account of their acidity, eat Wm. Belt, not only with impunity, but with benefit, provided it is allowed to get perfectly ripe. This it will do and still remain perfectly firm. Its striking beauty, large size and great firmness make it a valuable shipping variety. \$1 100.

MARGERET OR MARGUERIETE.—This is another variety that remains in bearing a very long time, making it medium and late and valuable for gardens. Both plant and berry are on the colossal order. Mr. Crawford has tested this variety fully, and gives it the highest recommendation as to productiveness and general profitableness. As far as tested here, it fully bears out his recommendation. \$1 100.

A BRICQUEBEC, (Manche) France.	25th Nov. 1897.
I have received the plants in good order this morning.	GAMBILLON.
(Again.)	1st Dec. 1897.
I received the plants that is very fine.	GAMBILLON.

LUCRETIA DEWBERRY.—Earliest, most prolific and most profitable of all the Blackberry family. Ripens just as strawberries are done. Its large size and luscious quality render it a great seller and money-maker. Should be planted by all. \$6.50 1,000.

A Supreme Test.	
Some two years ago I bought strawberry plants from you. I have had the most gratifying results from them and wish to buy more. Please send catalogue. Obion Co., Tennessee.	Dec. 9th, 1897. W. G. Moss.

**LEAVING A VAST STOCK OF GRATEFUL TESTIMONIALS UN-
DISPOSED OF, WE COULD FILL 100 PAGES WITH 1897 ONES,
LIKE A SON OF HAM IN A THOUSAND ACRE WATERMELON
PATCH, WE SIGH BECAUSE OUR CAPACITY IS SO LIMITED.**

Recapitulation.

Our offerings this year consist of the most uniformly vigorous and well-rooted stock of plants that we ever saw. We were fortunate enough to get fine rains just when they were needed and while nearly all other sections were parched by drought.

Even the wild strawberry attains unrivalled perfection in this region. In fact, it is the natural home of the strawberry. We insist, and can prove, that plants grown in such a region are, under the care and intensive culture

given them on our farms, not only live better and grow better, but bear better crops than the great majority of stock offered to the trade, much of which is grown under every disadvantage of soil, climate and culture.

We offer several of the most valuable new varieties ever put on the market. Though new to many they are by no means untried, having been fully and widely tested throughout the country.

BISMARCK is, for many reasons, of the highest value. It is a self-pollinizer, requiring no other variety to be planted with it. Its productiveness has never been surpassed. The berries are of the largest size, perfect shape, good eaters and great sellers. This variety cannot fail to take its place at the very head, and it will stay there, too, for a long time.

WEST LAWN cannot be too highly recommended to all who need a berry whose large size, brilliant color and great beauty and attractiveness will class it as a strictly fancy berry on any market. In productiveness it is hardly excelled, even by Bismarck.

MURRAY'S EXTRA EARLY fills the bill where a variety is needed that combines earliness with great firmness, perfect color and productiveness. It is a great shipper and money-maker.

IMPROVED WESTBROOK is still earlier, and superb under high culture.

BRANDYWINE is what growers long have needed—a variety valuable as a bearer of fine berries, and at the same time such an early, medium, late and full bloomer that pistillates planted with it can not fail to be perfectly pollinized.

EQUINOX AND AROMA are the very best late varieties.

A grower planting for extremely early, Improved Westbrook pollinized with Meeks or Eleanor: for very early Murray's Extra Early, pollinized with Arkansas Traveller; for early to mid-season Bismarck and West Lawn—the West Lawn can be pollinized with either Bismarck or Brandywine—and for late Equinox or Aroma, will cover the whole berry season. As these varieties ripen in succession, he can thus pick during the season a very heavy crop of berries with a limited number of pickers, and also never glut his market at any one time so as to break down prices.

SUPERB TABLE VARIETIES DELIVERED FREE.

Until you eat the really choice table varieties which are allowed to get not only red but perfectly ripe, you have but a slanderous notion of that queen of fruits, the strawberry.

500 plants, one hundred of each of the following varieties properly manured and cultivated will supply a family of five or six people with delicious berries for the whole strawberry period—six to eight weeks :

Very Early—Eleanor.

Early to Mid Season—Clyde.

Mid Season to Late—Bismark, Wm. Belt.

Very Late—Equinox.

The 500 plants will be delivered free anywhere in the United States for \$5.

WE ALSO OFFER \$100 IN CASH PRIZES FOR LARGEST BERRY GROWN FROM THESE PLANTS. (See page 11.)

Our 100 page Treatise covering the whole subject of profitable Strawberry Growing and Selling were thoroughly than ever before done, goes free with \$5 worth of plants. It tells not only how to make berries, but greatest of all, how to make money on them ; and also how to serve, preserve, can, cook, make delicious wine of them, etc., etc.

THIS CATALOGUE SUPERCEDES AND CANCELS ALL PRICES QUOTED BEFORE JANUARY 1ST, 1898. BUT WE CAN STILL OFFER A LIBERAL DISCOUNT ON SOME VARIETIES IN QUANTITIES. WRITE FOR ESTIMATES.

TO BE SURE OF GETTING WHAT YOU WANT AND WHEN YOU WANT IT, PLACE ORDERS AT ONCE. PLANTS WILL THEN BE SHIPPED EARLY OR LATE, AS YOU DIRECT.

Price-List of Continental Plant Co., Kittrell, N. C., Spring, 1898.

	Doz.	100	1,000		Doz.	100	1,000
Arkansas Traveller (s)	25	40	2 00	Ivanhoe (s)	25	60	3 00
Aroma (s)	35	60	3 00	Ideal (s)	25	60	3 00
Bailey's Giant (s)	35	1 00		Lady Thompson (s)	20	40	2 00
Barton (p)	20	30	1 50	Lanah	25	60	3 00
Beder Wood (s)	25	35	2 00	Louise (s)	25	60	3 00
Beecher (s)	35	60	3 00	Lovett (s)	10	40	2 00
Wm. Belt (s)	35	1 00		Margaret (s)	35	1 00	
Belle (s)	35	60	3 00	Marshall (s)	25	70	5 00
BISMARCK (s)	35	1 00	5 00	Mary (p)	25	60	3 00
Bissel (s)	25	60	3 00	Meeks' Early (s)	20	40	2 00
Bouncer (s)	25	60	3 00	Michel (s)	20	35	1 25
Buback (p)	25	50	2 50	MURRAY'S EXTRA			
BRANDY WINE (s)	25	40	2 00	EARLY (p)	25	40	2 00
Cloud (p)	20	35	1 25	Muskingum (p)	25	60	3 00
Columbian (s)	20	35	1 25	Improved Newnan (s)	20	35	1 25
Crawford (s)	25	60	3 00	Ocean City	25	1 00	
Crescent (p)	20	35	1 25	Oriole (p)	25	60	3 00
Cyclone (s)	25	40	2 00	Parker Earle (s)	35	70	5 00
Clyde (s)	35	80	4 00	Phenomenal (s)	25	60	3 00
Dayton (s)	25	60	3 00	Phillips (s)	20	40	2 00
Darling	2 00			Plow City	35	1 00	
Edgar Queen (P)	25	60	3 00	Princess (p)	25	40	2 00
Edith (p)	35	1 00		Rio (s)	25	60	3 00
Eleanor (s)	35	1 00		Saunders (s)	25	60	3 00
Enhance (s)	20	40	2 06	Seaford (p)	50		
Enormous (p)	25	60	3 00	Sharpless (s)	25	60	3 00
Equinox (s)	35	1 00	5 00	Shuckless (s)	25	60	3 00
Gandy (s)	25	40	2 00	Shuster's Gem (p)	25	40	2 00
Gandy Belle (s)	25	35	1 75	Smeltzer's Early (s)	25	40	2 00
Gardner	35	1 00		Splendid (s)	25	40	1 00
Gertrude	35	1 00		Staples (s)	25	40	2 00
Great Pacific (P)	20	40	2 00	Tennessee Prolific			
Greenville (p)	35	1 00		(s)	25	40	1 75
Glen Mary (p)	35	1 00	5 00	Timbrell (p)	25	60	3 00
Hall's Favorite (s)	35	1 00		Tubbs (s)	20	40	2 00
Haverland (p)	25	40	2 00	Van Deman (s)	20	40	2 00
Hoffman (s)	20	35	1 25	Warfield (p)	20	35	1 25
Howard's Seedling	35	1 00		Improv'd Westbrook (p)	20	40	2 00
Howell's Seedling	35	1 00		West Lawn (p)	25	60	3 00
Holland (s)	25	60	3 00	Woolverton (s)	20	40	2 00
Indian River	35	1 00		Lucretia Dewberry	50	1 00	6 50

The varieties in large type have been widely tested and are the very best of their class. Varieties marked (p) are pistillate and must have every fourth row planted in a staminate (s) variety.

Plants, by mail, postpaid, 20 cents a hundred extra. Plants are sent postpaid at dozen rates.

Remit by Express Money Order (Southern Express if possible), Bank Exchange on New York, or Post Office Order on Raleigh, N. C.

On some varieties we can offer a liberal discount when bought in quantities. State want and get estimates.

Plants go safely by express or mail from Sept. 15th, to May 1st. But planting done at the earliest moment in spring that soil can be prepared is safest and best everywhere.

Plants will go by freight at cost of from 15c. to 25c. per 1,000 for almost any distance, if ordered in quantities of 6,000 or more. They will go safely this way from November 15th to March 1st.

LET THE PUBLIC JUDGE BETWEEN US.

We are reliably informed that G. S. Reid, of Virginia, in order to get our customers to buy his plants, is stating that I sold him stock not true to name. These are the facts: Some three years ago I obtained a dozen or two West Lawn plants and about as many of Thompson 39, (an entirely different variety from Lady Thompson). The man I had them from by mistake marked the West Lawn, Thompson 39 and the Thompson's 39, West Lawn. Before I discovered the error I raised and sold a thousand or two of the Thompson's 39 under name of West Lawn. The moment I discovered the error I not only wrote to the few men I had sold to, offering to replace with the true West Lawn, *but to be perfectly square, stated the facts in our catalogue* of last spring (see catalogue, spring 1897, page 11). Mr. Reid, in reply to my offer to replace, replied that he was glad that I had sent the Thompson's 39 and wished to buy more. Now, where does the blame lie? Who has acted wrong or who right? Let the public judge. The man who, *once* in his long business career, and through another's blunder, became responsible for the selling under the wrong name a thousand or two good plants, but who at once rectified the mistake and even acknowledged it in print, or the man who, after expressing himself perfectly satisfied, skulks around and attacks as he has done? A man must be hard run, indeed, who, who has to resort to such tactics to sell plants.

Again, I say, let the public judge between us.

O. W. BLACKNALL.

**WHY YOU CAN GET BETTER PLANTS FROM US WITH LESS MONEY
THAN ELSEWHERE.**

We are specialists, who have devoted many years and still devote our whole time exclusively to growing and packing the strawberry plant to perfection.

We have the largest stock of strawberry choice plants in the world.

Whether you want the profitable market varieties, or the superb luscious table varieties, we have them in almost unlimited quantities, and in our Treatise (free to buyers of plants to value of \$5) will tell you how to grow them.

All plants being grown in young, highly manured, highly cultivated fields, and from plants that are not allowed to weaken themselves by bearing, are healthy and vigorous, easy to live, quick to grow and sure to bear good crops.

Our cellars and facilities for handling plants could not be better.

All digging, sorting, counting and packing is done under the direct supervision of experts who have mastered the business.

Although we have systematized and lowered the expense of growing, digging, packing, etc., and given our customers the benefit of this saving, our system is so perfect that we can handle twenty million plants with more precision than one less equipped could handle twenty thousand.

Our mode of packing with damp moss, in light, strong baskets carries plants across the continent fresh as when dug.

There is no better or cheaper way to send money anywhere in the world than by Southern Express Money Orders. Always remit to us that way when possible.

Nurserymen having orders they cannot fill can buy from us, sending us their tags, to ship direct to customers. We make it a point of honor never to interfere with a nurseryman's customers whose names are obtained that way.

Owing to unavoidable delay in printing our Treatise on Strawberry Culture, greatly to our annoyance, it did not reach those entitled to it till long past due. But it has been mailed, and there will be no delay in future.

FARMS! HOMES!



— IN —



Virginia, . . . The Carolinas and Georgia,

SURROUNDED BY SUNSHINE AND HEALTH.

FACTORY and MILL SITES

With Abundance of Water Power, Convenient
to Many Markets.

BEST FRUIT AND AGRICULTURAL LANDS

In the United States

\$3 to \$10 Per Acre!

Peculiarly Adapted to Raising Early Fruits, Early Vegetables, Grains,
Tobacco, Cotton, Grasses, etc., Located Along the Great

Seaboard Air Line,

The Great Through Freight and Passenger Route to
and From the South and Southwest.

FREE! A 48-Page Illustrated Pamphlet, with Large Map, describing in
detail this highly favored region, sent to any address for 2c. stamp.

Address,

T. J. ANDERSON, Portsmouth, Va.,
General Passenger Agent.

Some Few of the Things We Talk About.

- | | | | |
|-------------------------|------------------------------|---------------------------|--------------------------|
| A piary | G reenhouses | L andscape Art, | R eaders' Notes |
| Aquatic Plants | Grape Culture | From the Cottage | and Comments |
| B ulbs in Garden | Indoors and Outdoors | to the Mansion | Rural Improve- |
| and Greenhouse | H ome Ground | M arket Quotations | ments |
| C urrent Work | Hardy Shrubs | Money in Small | S mall Fruits |
| Amateur's Guide in | and Plants | Fruits | Society |
| Fruits, Flowers and | Herbaceous Border | N ewest Introduc- | Meetings |
| Vegetables | I llustrations | tions | Strawberries |
| D eveloping, | All new and good things | Nursery, The | Spraying |
| Labor-saving | are fully illustrated | O rnamental | and Spraying machines |
| Diseases | Implements | Gardening, | T ree Planting |
| E xhibitions | Insecticides | Orchids | and Culture |
| Entomology | J ottings of Interest | Orchard, The | U seful Hints |
| F ruits, All | At home and abroad | P oultry, Care of | Of profit to all |
| Flowers, All | K itchen Garden | By one of the best | V egetables |
| Fertilizers | Everything in Season. | known experts | Vineyard, The |
| Fungicides | Q uestions | and Answers | W indow Gardening |
| And how to use them | | | For the Ladies |
| Five Acre Farm | | | |

Valuable Premium Free to Every New Subscriber

"Intensive Cultivation is the Keynote to Success!"

SUCCESS

Waits on all who subscribe for



\$1.00 a Year. Every Saturday.

A Complete Practical Guide to Every Phase of Plant Culture in the Open and Under Glass and the Development of Land and Home Surroundings.

The Soil's Productiveness Increased.

Worth \$100. a year and more. The only true guide to successful life in the country. Subscribe and get rich.

It's Your Treatment of the Supposedly "Minor Details" of Cultivation on the Farm and Market Garden which Makes or Mars Your Success in Life. No Paper Published gives so many Pointers on the "Minor Details" of all Market and Garden Crops as does AMERICAN GARDENING.

Two Cash Prizes Offered Every Week:

ONE for Photograph of Well-Grown Plant with Description as to How the Result Shown was Obtained, and ONE for Best Answers to Question Box.

MONTHLY PRIZE FOR BEST ESSAY

LITERARY SUPPLEMENT MONTHLY

On an Announced Subject of General Interest.

Special for Advanced Readers.

COLORED ART SUPPLEMENT GIVEN FREE EVERY MONTH.

And Numerous Other Attractions--Sample Copy Free on Application.

Pubrs. AMERICAN GARDENING, P. O. Box 1697, NEW YORK CITY.

SUBSCRIBE
TO THE
Strawberry Specialist,

THE ONLY PAPER IN THE WORLD

—Devoted Exclusively to the Strawberry.—



Filled with useful and timely information for Strawberry Growers.
Edited by a man who has devoted the best years of his life to practical
and successful Strawberry Growing,
Aided by the best writers on the subject, North, South, East and West.

©—16 Page Monthly, 50 Cents a Year.—©

LIBERAL PREMIUMS IN PLANTS.

SAMPLE COPY FREE.

PRACTICAL
STRAWBERRY
GROWING,

AND MANY THINGS PERTAINING
THERETO.

BY O. W. BLACKNALL.

The most thorough and complete Treatise on Strawberry Growing ever
published.

No other work of the kind has ever taken near so wide a range: Selection
of Soil, Manuring, Planting, Cultivation, Mulching, Gathering, Sell-
ing, Canning, Preserving, Wine-Making and numberless other things,
are fully and clearly treated.

A simple but practical and effective mode of protecting blooms from frost
is given, which is worth a hundred times the cost of book to any
grower.

—100 PAGES. 50c. POSTPAID.—

Treatise and Strawberry Specialist both for 50 cents.

Address,

THE STRAWBERRY SPECIALIST,

KITTRELL, N. C.